

©CIL 21346 ✓

APR 10 1925 /

✓ " A KISS IN THE DARK ✓

✓ Photoplay in 6 reels ✓

✓ From the play "Aren't We All" by ✓

✓ Frederick Lonsdale ✓

✓ Screen play by Townsend Martin ✓

Directed by Frank Tuttle

Author of the photoplay (under section 62)  
Famous Players Lasky Corporation of U.S. ✓



"A Kiss in the Dark" Is 6 Reels—5767 Feet Long

PARAMOUNT

# PRESS

Adolph Zukor and Jesse L. Lasky  
A FRANK TUTTLE PRODUCTION  
"A KISS IN THE DARK"  
with Adolphe Menjou, Aileen Pringle  
From the play "Aren't We All" by Frank T. Sullivan  
Screen play by Townsend Martin  
A Paramount Picture

PURPOSE: To Help You See All the

## "A Kiss in the Dark" a Clever With Adolphe Menjou and Aileen Pringle

### 'Kiss in the Dark' Coming to Rialto

Adolphe Menjou, Lillian Rich  
Aileen Pringle Featured

(Synopsis Story)

THE Paramount picture, "A Kiss in the Dark," featuring Adolphe Menjou, Lillian Rich and Aileen Pringle, comes to the Rialto Theatre for a run of . . . days on . . . next. The story is an adaptation of the Frederick Lonsdale stage success, "Aren't We All." Frank Tuttle directed the production, which was adapted for the screen by Townsend Martin.

In brief, the story deals with pretty Janet Livingstone (Aileen Pringle), who for many years has tried to reform Walter Grenham (Menjou), an amiable beau who too frequently becomes involved in mile-a-minute romances with other young women.

Grenham, in Cuba in charge of a sugar plantation, vows eternal fidelity if Janet will marry him. On the eve of her sailing for New York, the girl is about to accept him when one of his flames is announced. It is Betty King (Lillian Rich), in love with her husband Johnny, played by Kenneth MacKenna, but also warmly interested in every other man who crosses her path. There is an exceedingly fond leave-taking between the two, and Janet charges Grenham with infidelity. He promises never to see Betty again, and to further conciliate Janet, accompanies her to the boat to offer King some sound advice on how to manage his wife. He righteously assures Johnny, in Janet's presence, that the wise husband resents his wife's interest in other men and proves his resentment by killing his rivals. King meditates pleasantly on riding himself in this manner of several Cuban admirers of Betty.

Betty, in her stateroom, discovers one of her bags is missing, and Grenham gallantly offers to return to the hotel for it. Betty insists on going with him. The bag is found but on returning from the hotel, their car is caught in a traffic mix-up and they arrive at the pier in time to see the boat steaming out. Here's Betty on Grenham's hands, and the girl refuses to get excited over this and



Adolphe Menjou in the  
Paramount Picture  
'A Kiss in the Dark'  
Production Mat 1PB

### Newest Paramount Marriage-Comedy

"A Kiss in the Dark" at the  
Rialto All Next Week

(Synopsis Story)

A KISS IN THE DARK", a Paramount screen version of the immensely popular stage play, "Aren't We All," by Frederick Lonsdale, adapted for the screen

by Townsend Martin and featuring Adolphe Menjou, Lillian Rich and Aileen Pringle in the leading roles, will be the feature at the Rialto Theatre all next week, opening tomorrow.

The story is a smart marriage comedy of sophisticated society with Menjou in the role of a regular terror with the ladies. As Walter Grenham, in charge of a large sugar plantation in Havana, Menjou becomes engaged to Janet Livingstone, played by Miss Pringle. Though he too frequently becomes involved in romantic experiences with other women, Grenham, in his more or less serious moments, has eyes only for Janet. She accepts him on one condition—that he snap out of his philandering ways.

Janet is returning to the States with her friends, the Kings. Betty King, a born flirt, forgets a bag at the last minute, and Menjou gallantly offers to return with her

### PUTTING IT OVER RIGHT

To start with, Paramount has arranged a tie-up with the T. B. Harms Co., large music publishers in New York City on their song hit, "A Kiss in the Dark."

Everybody has heard of this famous waltz composed by the late Victor Herbert, and it should make a perfect tie-up with the picture. Tell music stores they'd better stock up on the song because there's a great Paramount picture coming to town by that name. Arrange window displays, etc.

Teaser novelty: X ■ means "A Kiss in the Dark."

"Oh that KISS IN THE DARK—to him was a lark. But to me was a thrill supreme—" It will be to you, too. It's a new Paramount picture with Adolphe Menjou, Lillian Rich, Aileen Pringle, Kenneth MacKenna and others down at the Rialto Theatre.

Put over some sort of stunt with electric light companies, along the line—"No need for A KISS IN THE DARK if your home is . . . equipped."

How about a chocolate Sunday called "A Kiss in the Dark?" Confectioners could concoct something a little different for this.

Candy stores: "Take a box of our delicious molasses kisses to her to-

night and have A KISS IN THE DARK."

Beauty parlors could advertise a kiss-proof lipstick. "The kind that doesn't show that KISS IN THE DARK."

For a street stunt send a man or woman around town with a kiss print on his or her cheek.

Several posters on "A Kiss in the Dark" are gotten up along this angle. Good cut-out idea here.

Newspaper teaser: "Cuban moon, soft music, A KISS IN THE DARK—and then—!"

"Dark doings at the Rialto Theatre this week."

Get the young girls of the town to tell whether or not they let the young men who take them out for an evening's entertainment kiss them good night.

Put this over in the paper. Some of the answers could read: "What harm is there in A KISS IN THE DARK?" Here's where the tie-up comes in.

You might utilize the shadow box idea on this one—kissing silhouettes.

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A DOLPH MENJOU  
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Kenneth MacKenna  
played with Betty King  
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Add to the cast  
"Follies," who  
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role of "Mary Jane  
of the 1924 season

Brothers in  
real all-star Broadway  
Tuttle has made  
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Here is a truly  
through it in a farical

Walter Grenham  
Janet Livingstone  
Betty King  
Johnny King  
Dancer  
Chorus Girls

WALTER GRENHAM  
York is a devil  
behind him and



# PARAMOUNT

Anything in This Press Sheet May Be Reprinted

Zukor and Jesse L. Lasky present  
 FRANK TUTTLE Production  
 "KISS IN THE DARK"  
 Dolphe Menjou, Aileen Pringle and Lillian Rich  
 "Aren't We All" by Frederick Lonsdale  
 Screen play by Townsend Martin  
 A Paramount Picture

# SHEET

Help You Sell the Picture to the Public.

## Greater Marriage Comedy and a Great Box-Office Cast

*Fine Romantic Story  
 Of Glowing Good Humor  
 Humanly Entertaining Love-Comedy  
 From the Broadway Stage Hit,  
 "Aren't We All"*

"KISS IN THE DARK" should prove one of the biggest laugh pictures of the season. It is based on Frederick Lonsdale's comedy, "Aren't We All," in which Cyril Maude scored so successfully on the Broadway stage. It is about a young husband and a wife who take vacation from each other to see if absence makes the heart grow fonder. Then—complications!

DOLPHE MENJOU, Lillian Rich and Aileen Pringle are featured in the leading roles of the production, which was written for the screen by Townsend Martin and Frank Tuttle. Kenneth MacKenna, the good looking young fellow who worked with Betty Daniels and Robert Fraser in "Miss Bluebeard," which Tuttle also directed, heads the supporting cast in his one as a beguiled and bewildered husband. Add to this capable quartette Ann Pennington of the "Follies," whose dimpled knees have won her world-wide fame; Kitty Kelly, at this writing in London in the leading role of "Mary Jane McKane," a successful Broadway play of 1924 season, and Herbert Marx, one of the Four Marx brothers in "I'll Say She Is" company, and you have a full-star Broadway line-up. Tuttle has made "A Kiss in the Dark" with the same deft touch for comedy so noticeable in "Miss Bluebeard." Here is a truly smart comedy with Menjou gliding through it in a lyrical and sartorial perfection.

### CAST

Walter Grenham .....	Adolphe Menjou
Janet Livingston .....	Aileen Pringle
Betty King .....	Lillian Rich
Johnny King .....	Kenneth MacKenna
Dancer .....	Ann Pennington
Chorus Girls .....	Kitty Kelly

### Short Synopsis

WALTER GRENHAM (Adolphe Menjou), of Havana and New York is a devil with the ladies; but is anxious to put his past behind him and take up the future with the one lady of his heart,



Lillian Rich in the Paramount Picture "A Kiss in the Dark" Production Mat IPA

### 'Kiss in the Dark' Has Strong Cast

Adolphe Menjou and Others in New Paramount Picture

A DOLPHE MENJOU, Lillian Rich and Aileen Pringle are featured in the leading roles of the Paramount picture, "A Kiss in the Dark", which will be the feature at the Theatre all next week. Frank Tuttle, who made "Miss Bluebeard", directed the production, a screen version of the Broadway stage success, "Aren't We All," by Frederick Lonsdale, and in which Cyril Maude starred.

Menjou has the role of the philandering Walter Grenham, of Havana and New York. He is madly in love with Janet Livingston, played by Miss Pringle, but she refuses to take him seriously, knowing only too well his one weakness—pretty young women.

Lillian Rich, a new screen "find" seen recently in "The Golden Bed," is cast as Betty King, in love with her husband, though she also has eyes for every personable chap who happens across her path. Janet is constantly kidding Grenham about the affections Betty showers upon him, and Walter time and again warns the girl against indiscre-

### FILM FACTS IN TABLOID

#### Featured Players

A DOLPHE MENJOU, Lillian Rich, Aileen Pringle, a trio of real box office names, you'll admit. Remember Menjou in "The Swan," Miss Rich in "The Golden Bed" and Miss Pringle in "Three Weeks?"

—with Kenneth MacKenna, Ann Pennington of the "Follies" and others in the supporting cast!

#### Director

Frank Tuttle, who made "Miss Bluebeard."

#### Author

Frederick Lonsdale. The picture is an adaptation of his Broadway stage success, "Aren't We All."

#### Scenarist

Townsend Martin. He adapted "Miss Bluebeard" and others.

#### Cameraman

Alvin Wyckoff, who "shot" "The Swan," "Men," "Lily of the Dust", etc.

#### Type of Story

Highly entertaining light comedy laid in the tropical beauties of Cuba and in New York.

#### The Laughs

The revolver scene where MacKenna menaces the unknown man, who happens to be Menjou, is screamingly funny and gives Menjou an excellent opportunity for some very effective work.

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When Menjou scares the susceptible Betty into returning to her husband. He stages a regular Melodrama with drugged wine, doped cigarettes, soft lights, a knock on the door and everything in this little travesty of love.

All this happens after Menjou arrives at MacKenna's apartment to find things in a fine mess. Lillian Rich has just walked in to find another woman with her arms about her husband's neck. He finds he cannot explain much under the circumstances. Things look black for Menjou until he arranges the little tete-a-tete and teaches Betty the folly of her



Aileen Pringle, comes to the... Theatre for a run of... days on... next. The story is an adaptation of the Frederick Lonsdale stage success, "Aren't We All". Frank Tuttle directed the production, which was adapted for the screen by Townsend Martin.

In brief, the story deals with pretty Janet Livingstone (Aileen Pringle), who for many years has tried to reform Walter Grenham (Menjou), an amiable beau who too frequently becomes involved in mile-a-minute romances with other young women.

Grenham, in Cuba in charge of a sugar plantation, vows eternal fidelity if Janet will marry him. On the eve of her sailing for New York, the girl is about to accept him when one of his flames is announced. It is Betty King (Lillian Rich), in love with her husband Johnny, played by Kenneth MacKenna, but also warmly interested in every other man who crosses her path. There is an exceedingly fond leave-taking between the two, and Janet charges Grenham with infidelity. He promises never to see Betty again, and to further conciliate Janet, accompanies her to the boat to offer King some sound advice on how to manage his wife. He righteously assures Johnny, in Janet's presence, that the wise husband resents his wife's interest in other men and proves his resentment by killing his rivals. King meditates pleasantly on riding himself in this manner of several Cuban admirers of Betty.

Betty, in her stateroom, discovers one of her bags is missing, and Grenham gallantly offers to return to the hotel for it. Betty insists on going with him. The bag is found but on returning from the hotel, their car is caught in a traffic mix-up and they arrive at the pier in time to see the boat steaming out. Here's Betty on Grenham's hands, and the girl refuses to get excited over this sudden turn of events.

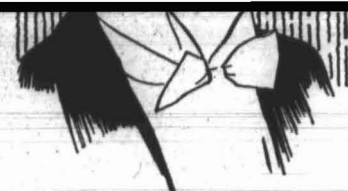
At Grenham's, inspired by the amorous goings-on at a garden party next door, he and Johnny's truant wife engage in a little philandering on their own, which terminates in a lingering kiss in the dark. All this time on the boat King and Janet are making frantic efforts to get in touch with the pair—both, of course, suspecting the worst.

It's a truly laughable situation Tuttle has developed. Naturally, when Janet sees Grenham in the States again she coldly announces that their engagement is at an end, for she believes that he planned Betty's missing the boat. He makes a clean breast of the affair, confessing even to the kiss in the dark. Janet is won over, but there is a lot of straightening out to be done between the Kings. Janet, therefore, makes her acceptance of Grenham conditional on his success in reconciling Betty and Johnny.

How he fares as a peacemaker is a riot of laughs.

One of the big laugh scenes in the production is the episode in which King, after Grenham has told him to shoot the next man he catches making love to his wife, goes about with murder in his eye looking for the other man in the case, little dreaming it is Menjou. Menjou's reaction to the situation is side-splitting.

Ann Pennington, of the "Follies," Kitty Kelly, of the "Mary Jane McKane" company, head the supporting cast.



Adolphe Menjou in the Paramount Picture "A Kiss in the Dark" Production Mat 1PB

## Newest Paramount Marriage-Comedy

"A Kiss in the Dark" at the Rialto All Next Week

(Synopsis Story)

**A KISS IN THE DARK**, a Paramount screen version of the immensely popular stage play, "Aren't We All" by Frederick Lonsdale, adapted for the screen by Townsend Martin and featuring Adolphe Menjou, Lillian Rich and Aileen Pringle in the leading roles, will be the feature at the... Theatre all next week, opening tomorrow.

The story is a smart marriage comedy of sophisticated society with Menjou in the role of a regular terror with the ladies. As Walter Grenham, in charge of a large sugar plantation in Havana, Menjou becomes engaged to Janet Livingstone, played by Miss Pringle. Though he too frequently becomes involved in romantic experiences with other women, Grenham, in his more or less serious moments, has eyes only for Janet. She accepts him on one condition—that he snap out of his philandering ways.

Janet is returning to the States with her friends, the Kings. Betty King, a born flirt, forgets a bag at the last minute, and Menjou gallantly offers to return with her for it. They miss the boat, anyway.

Here's a fine state of affairs, but Betty refuses to become in the least upset. She, on the contrary, rather delights in the situation. At Menjou's, a Cuban moon, soft music, etc., bring about a stolen kiss in the dark. Betty suddenly comes to her senses and leaves. Grenham dolefully reads a wire from Janet ending their engagement on the grounds of his latest fantastic adventure. No one could get her to believe that Grenham didn't arrange Betty's missing the boat.

He follows Janet to New York on the next boat. Janet is at Johnny King's trying to console him on his wife's latest escapade, while Grenham waits for her in her apartment. The distracted Johnny has a wire from Betty promising to explain everything. What worries him is the knowledge that his wife can tell him anything, and since he has no way of corroborating her story, he will be expected to believe it.

On seeing Grenham, Janet treats him coldly but he wins her over completely by a frank confession of the truth. Janet knows that King suspects the worst, and she fears a permanent break between him and Betty, so she again accepts Menjou conditionally—this time that he reconcile husband and wife.

So Grenham fares forth on his mission as peace-maker, and the very first thing he bumps into is a battle at the Kings. Betty, contritely seeking forgiveness, has re-

turned to find her husband in another woman's arms. She prances out in a huff, leaving Johnny swearing vengeance on the "other man"—whoever he might be.

Menjou arrives at this juncture, and there are some side-splitting scenes when King threatens to "run his rival through"—never dreaming Grenham is the man.

From here the picture goes on to an even more exciting and laughable climax.

Put over some sort of stunt with electric light companies, along the line—"No need for A KISS IN THE DARK if your home is..... equipped."

How about a chocolate Sunday called "A Kiss in the Dark?" Confectioners could concoct something a little different for this.

Candy stores: "Take a box of our delicious molasses kisses to her tonight and have A KISS IN THE DARK."

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Newspaper teaser: "Cuban moon, soft music, A KISS IN THE DARK—and then—!"

"Dark doings at the..... Theatre this week."

Get the young girls of the town to tell whether or not they let the young men who take them out for an evening's entertainment kiss them good night.

Put this over in the paper. Some of the answers could read: "What harm is there in A KISS IN THE DARK?" Here's where the tie-up comes in.

You might utilize the shadow box idea on this one—kissing silhouettes.

There's a real herald on "A Kiss in the Dark" (Illustrated on next page).

—and don't forget the cross-word puzzle.

Get in touch with the Paramount exploiteer assigned your territory. List on page 3.

### Comic Couplets

These paragraphs on a few of Paramount's leading players wouldn't go bad in your theatre programs or house organs.

A star I love is Bebe Daniels. She's modest in the midst of fan yells.

A perfect gent, he smiles (does Menjou) At rhymes like this which would offend you.

It's great to work with Lil'ian Rich. She does her stuff without a hitch.

My hat is off to Richard Dix. He hasn't any parlor tricks.

If you've admired Aileen Pringle, You'll love her with her brand new shingle.

New to the screen is Ken MacKenna. He thinks hand-colored stuff is henna.

turned to find her husband in another woman's arms. She prances out in a huff, leaving Johnny swearing vengeance on the "other man"—whoever he might be.

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DOLPHE MENJOU, Lillian Rich and Aileen Pringle are featured in the leading roles of the production, which was written for the screen by Townsend Martin and directed by Frank Tuttle. Kenneth MacKenna, the good looking young fellow who starred with Bebe Daniels and Robert Fraser in "Miss Bluebeard," which Frank Tuttle also directed, heads the supporting cast in this one as a beguiled and bewildered husband. Add to this capable quartette Ann Pennington of the "Lilies," whose dimpled knees have won her world-wide fame; Kitty Kelly, at this writing in London in the leading role of "Mary Jane McKane," a successful Broadway play of the 1924 season, and Herbert Marx, one of the Four Marx brothers in the "I'll Say She Is" company, and you have a full all-star Broadway line-up. Frank Tuttle has made "A Kiss in the Dark" with the same deft touch for comedy so noticeable in "Miss Bluebeard." Here is a truly smart comedy with Menjou gliding through it in a lyrical and sartorial perfection.

CAST

Walter Grenham	Adolphe Menjou
Janet Livingstone	Aileen Pringle
Betty King	Lillian Rich
Johnny King	Kenneth MacKenna
Dancer	Ann Pennington
Chorus Girls	Kitty Kelly

Short Synopsis

WALTER GRENHAM (Adolphe Menjou), of Havana and New York is a devil with the ladies; but is anxious to put his past behind him and take up the future with the one lady of his heart, Janet Livingstone. Janet chides him about the affections Betty, wife of Johnny King, showers upon him. However, she agrees to accept his attentions as serious and prepares to sail from Havana for New York with the Kings. Then things happen. Betty misses the boat but is not displeased in this turn of events, anticipating a pleasant evening alone with Grenham. Here she is on Grenham's hands, just after that engaging young man had advised her husband to shoot the next man he catches in a king love to her. A Cuban moon, soft music and the beautiful Betty annihilate Grenham's will power and he succumbs to "a kiss in the dark." Frantic cablegrams from Janet and King arrive, the former declaring that Grenham's latest indiscretion puts an unmeasurable strain on their love. Betty rushes back to her husband in New York and Grenham takes an aeroplane to Key West in order to reach her quickly. Grenham succeeds in pacifying the girl, showing her the summons he received in Havana in an effort to get Betty back to the boat in time. Janet insists that he patch things up between the Kings. At the King apartment things are in a fine mess. Betty has just been told in to find another woman, from a party across the hall, with her arms about her husband's neck. She tells him that what she has done gives her the right to go to the other man. Without knowing Grenham's rival is, King promises to kill him on sight. Grenham arrives on his mission as mediator to learn from Betty what she plans to do. He comes to his house that night while the husband retires his vow to kill the other man in the case, whom he believes to be one of his wife's Cuban admirers. That night, waiting Betty's arrival, Grenham hits upon a plan of action. He hustles the girl into another room when King arrives. He tells him that his wife has just telephoned from her hotel and begs to be forgiven. Gloriously happy, Johnny starts home, only to discover Betty's absence on the way out. There is murder in his eye as he looks about for further evidence of his wife's presence. When things look pretty black for Grenham, both men are arrested and released to see Janet Livingstone enter and claim the girl as hers. She explains her presence at that moment by announcing her engagement to Grenham, which makes him very happy and allays King's suspicions. After her husband's departure, Betty comes out of hiding, grateful of Grenham's tact in bringing out the truth of the matter and smoothing things over with Johnny. Grenham and Janet are free to seal their betrothal in the accepted fashion.



Lillian Rich in the Paramount Picture "A Kiss in the Dark" Production Mat IPA

'Kiss in the Dark' Has Strong Cast

Adolphe Menjou and Others in New Paramount Picture

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Menjou has the role of the philandering Walter Grenham, of Havana and New York. He is madly in love with Janet Livingstone, played by Miss Pringle, but she refuses to take him seriously, knowing only too well his one weakness—pretty young women.

Lillian Rich, a new screen "find" seen recently in "The Golden Bed," is cast as Betty King, in love with her husband, though she also has eyes for every personable chap who happens across her path. Janet is constantly kidding Grenham about the affections Betty showers upon him, and Walter time and again warns the girl against indiscretions but she is not willing to discontinue their flirtation.

Heading the supporting cast in the picture is Kenneth MacKenna, who appeared in support of Bebe Daniels in "Miss Bluebeard." MacKenna plays Johnny King, who has his hands full keeping tabs on his coquettish wife.

Ann Pennington, of the "Follies," also has a prominent role in support. Others are Kitty Kelly, of the stage hit "Mary Jane McKane," Herbert Marx, of the Four Marx Brothers in the Broadway success, "I'll Say She Is," and Eden Gray, of "The Firebrand," another unusually popular New York play. Here's a real Broadway all-star cast.

In "A Kiss in the Dark," which was adapted for the screen by Townsend Martin, the situation arises, in which Grenham and Betty King are left stranded on the dock in Havana while the boat with Janet Livingstone and Betty's husband on board pulls out for the States.

Janet, woman-like, suspects that Grenham prearranged Betty's missing the boat and is furious—no more so, however, than Johnny King—and all this just after Grenham had told him to shoot the next man he caught making love to his wife.

Things look mighty bad for Grenham. Just how he straightens matters out to the satisfaction of everyone concerned is a series of real laughs.

If you thought "Miss Bluebeard" was a real laugh-producer don't miss this one on your life!

others in the supporting cast!

Director

Frank Tuttle, who made "Miss Bluebeard."

Author

Frederick Lonsdale. The picture is an adaptation of his Broadway stage success, "Aren't We All."

Scenarist

Townsend Martin. He adapted "Miss Bluebeard" and others.

Cameraman

Alvin Wyckoff, who "shot" "The Swan", "Men", "Lily of the Dust", etc.

Type of Story

Highly entertaining light comedy laid in the tropical beauties of Cuba and in New York.

The Laughs

The revolver scene where MacKenna menaces the unknown man, who happens to be Menjou, is screamingly funny and gives Menjou an excellent opportunity for some very effective work.

The battle between Kitty Kelly and Ann Pennington is a big laugh.

When Menjou scares the susceptible Betty into returning to her husband. He stages a regular Melodrama with drugged wine, doped cigarettes, soft lights, a knock on the door and everything in this little travesty of love.

All this happens after Menjou arrives at McKenna's apartment to find things in a fine mess. Lillian Rich has just walked in to find another woman with her arms about her husband's neck. He finds he cannot explain much under the circumstances. Things look black for Menjou until he arranges the little tete-a-tete and teaches Betty the folly of her ways, convinces her husband that he should take her back and completely placates Miss Pringle, the one lady of his heart.

Some Highlights

Menjou picking his way through the hearts of a dozen women is entertainment enough for any film. But that isn't the half of it in "A Kiss in the Dark."

You have the regal Aileen Pringle and lovely Lillian Rich in clothes that will send every woman's heart action up to a million.

There's plenty of Havana scenery in this one, too—Morro castle, beautiful roof gardens, the famous Havana race track are all shown in a way to make every shop girl and store clerk save up enough money to include Cuba on their vacation itinerary.

Box Office Value

Take four characters and put them into the hands of Adolphe Menjou, Lillian Rich, Aileen Pringle and Kenneth MacKenna; stir well. Result: An unusually entertaining film dish which will tickle the palate of all who behold it.

Such is "A Kiss in the Dark," a smart comedy of sophisticated society.

Remember Tuttle directed "Miss Bluebeard" also—and you know what that one was!





# "A Kiss in the PRESS ADS WITH REAL B

Your exchange has mats of all the ads and production scenes; also cuts of one an

Sorry Dear, detained at the office!



WAS HE DETAINED?

ADOLPH ZUKOR AND JESSE L. LASKY PRESENT A  
**FRANK TUTTLE**  
PRODUCTION

## "A Kiss in the Dark"

with  
**ADOLPHE MENJOU,  
LILLIAN RICH  
AND  
AILEEN PRINGLE**

THE story of a young  
husband and wife who  
take a vacation from one an-  
other to see if absence makes  
the heart grow fonder.  
A rip-roaring comedy  
based on the stage hit,  
"Aren't We All".

*A Paramount Picture*

That's too bad, dear, I'm so some



WAS SHE LONESOME?

Four-column Newspaper Advertisement 4A



ADOLPH ZUKOR AND JESSE L. LASKY PRESENT A **FRANK TUTTLE**  
PRODUCTION

## "A KISS IN THE DARK"

with **ADOLPHE MENJOU  
LILLIAN RICH, AILEEN PRINGLE**

*A Paramount Picture*

REST  
OF  
BILL

A MERRY marriage mix-up  
by Frederick Lonsdale.  
Made by the director of "Miss  
Bluebeard."  
One of the biggest laugh pic-  
tures in years.  
Scenario by Townsend Martin.

Two-column Supplementary Press Ad 2ASX

## Klassy Kiss Komedy

## Catchy Ad and P

Keen, klean, klever, kissing komedy.  
Do young wives deserve vacation from  
husbands once a year?  
Come and see light shed upon "A Kiss  
the Dark."  
Was this the kiss that sank a thousand hus-  
bands?  
Where was wifie when the light went on?  
"A Kiss in the Dark"—funnier than lips can  
tell!

1	2	3	4	5	6	7	8	9	10
11		12			13			14	
15		16		17		18			
	20		21		22		23		
24		25		26			27		28
29	30		31		32		33		34



# s in the Dark" EAL BOX-OFFICE APPEAL

Also cut of one and two-column ads, and supplementaries. Price List, Page 4.



## RIALTO

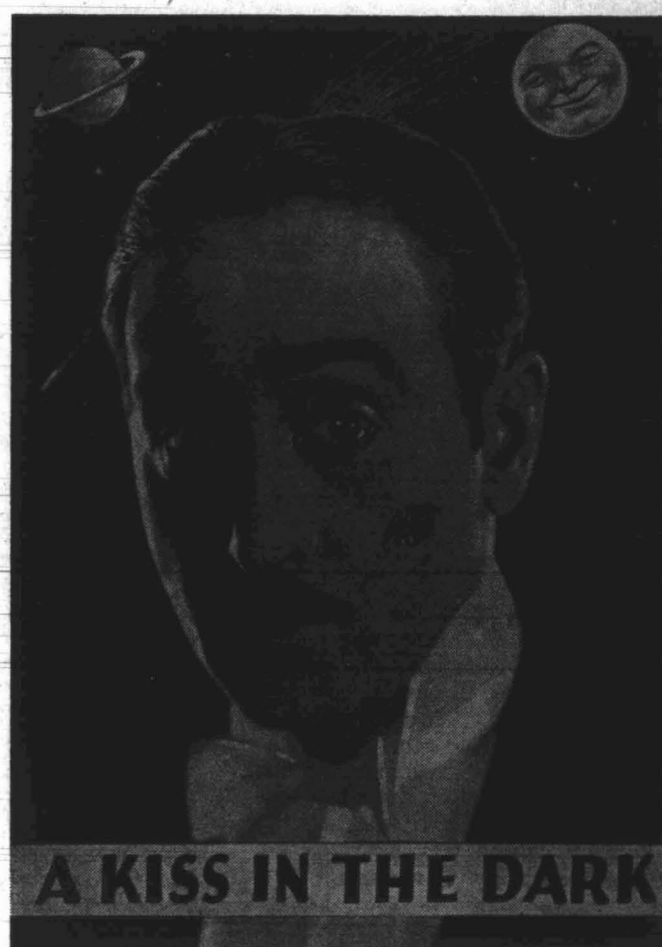


A CLEVER screen version of the rollicking marriage comedy, "Aren't We All." A romantic mix-up of Cuba and New York.

One-column Press Ad 1A

Production Scenes on first and third pages

## COLORED HERALD



How's this for an eye-catching seat-seller! Illustrated above is the cover of the herald on "A Kiss in the Dark"—actual size. Done in colors.

It combines novelty and class. Back page left blank for theatre name, etc. And only \$3.00 per 1,000.

## and Program Copy

A merry tale of scrambled marriages.

Enlightenment on a dark secret! "A Kiss in the Dark".

What's the difference between a kiss in the light and "A Kiss in the Dark?" 10,000 horsepower!

Wives! He'll sit up and take notice if he sees "A Kiss in the Dark."

There have been kisses. But never one before like "A Kiss in the Dark!"



Two-column Supplementary Press Ad 2AS

## Funnier Than Lips Can Tell







WAS HE DETAINED?

A husband and wife who take a vacation from one another to see if absence makes the heart grow fonder.

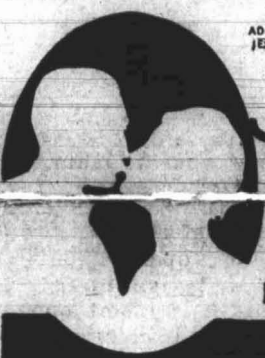
A rip-roaring comedy based on the stage hit, "Aren't We All".

A Paramount Picture



WAS SHE LONESOME?

Four-column Newspaper Advertisement 4A



ADOLPH ZUKOR PRES. A FRANK TUTTLE PRODUCTION

# "A KISS IN THE DARK"

with ADOLPHE MENJOU  
LILLIAN RICH, AILEEN PRINGLE

A Paramount Picture

REST  
OF  
BILL

A MERRY marriage mix-up by Frederick Lonsdale.

Made by the director of "Miss Bluebeard."

One of the biggest laugh pictures in years.

Scenario by Townsend Martin.

Two-column Supplementary Press Ad 2ASX

## Klassy Kiss Komedy



PRESENTED BY  
ADOLPH ZUKOR  
JESSE L. LASKY  
a  
Paramount  
Picture

CLEVER kissing comedy with Adolphe Menjou in his finest role.

It's a real riot of laughs.

A  
FRANK TUTTLE  
PRODUCTION

# "A KISS IN THE DARK"

ADOLPHE MENJOU, WITH  
LILLIAN RICH, AILEEN PRINGLE

From the stage play, "Aren't We All" by Frederick Lonsdale  
Scenario by Townsend Martin

Two-column Press Advertisement 2A

## Catchy Ad and P

Keen, klean, clever, kissing komedy.

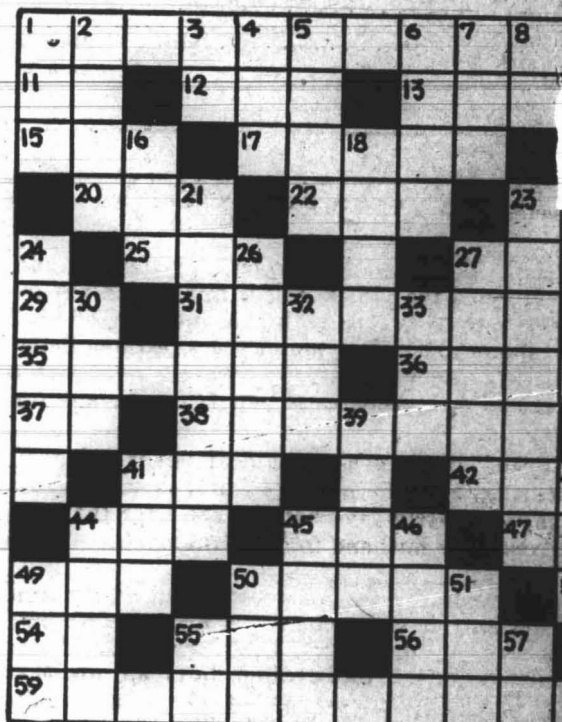
husbands once a year?

Come and see light shed upon "A Kiss the Dark."

Was this the kiss that sank a thousand husbands?

Where was wifie when the light went on?

"A Kiss in the Dark"—funnier than lips can tell!



### HORIZONTAL

1. Name of well-known moving picture actor
11. Within
12. To perish
13. To be indebted to
14. A pronoun
15. Six hundred fifty
17. Made of oak
19. An offer
20. Hail!
22. Cover
23. To clip
25. A doctrine
27. To attempt
29. Grand Duke (abbr.)
31. Adverse criticism
34. Via
35. A kettle drum (India)
36. Closer
37. Printer's measure
38. Forgivenesses
40. Of (French)
41. A lair
42. Of the (Spanish)
44. Sward
45. Pre-Raphaelite Brotherhood (abbr.)
47. To droop
49. Definite article
50. A remembrance
52. Happy
54. Diphthong
55. Also
56. Copper
58. Toward
59. Famous villain of the screen

### VERTICAL

1. Free from
2. So. American Indian
3. L'anno Domini (abbr.)
4. River (Spanish)
5. A business affair
6. A college student
7. To possess
8. In regard to
9. Send forth
10. The letter a
16. Fifty-six
18. Caress with the lips
19. To purchase
21. Evaded
23. Folds
24. Girl's name
26. A health resort in the waters
27. Inclination
28. Heroine of "Racing"
30. To obstruct
32. Nearer (obs.)
33. Heroine of Spencer's
34. Resting place
39. Gloomy
41. Female deer
43. To fall behind
44. A shelter
45. Exclamation
46. Ray
48. Small shark in tropical waters
49. Pagoda in Japan
50. The pinnacle
51. Born
53. A pronoun
55. Thallium (abbr.)
57. Stannum (abbr.)

KISS IN DARK

Two-column Press Advertisement 2A  
(One-col. mats of solution available upon request)



A Paramount Picture

A CLEVER screen version of the rollicking marriage comedy, "Aren't We All."

A romantic mix-up of Cuba and New York.

One-column Press Ad 1A

Production Scenes on first and third pages

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There have been kisses. But never one before like "A Kiss in the Dark!"



Two-column Supplementary Press Ad 2AS

## Funnier Than Lips Can Tell



PRESENTED BY  
ADOLPH ZUKOR  
JESSE L. LASKY

WITH  
ADOLPHE MENJOU  
LILLIAN RICH  
AILEEN PRINGLE

## "A KISS IN THE DARK"

FRANK TUTTLE  
PRODUCTION

A Paramount Picture

A NOTHER big comedy knock-out by the man who made "Miss Bluebeard."

A smart marriage film from the Broadway stage success, "Aren't We All".

Three-column Newspaper Advertisement 3A





# "A Kiss in the Dark" STORIES TO GET YOU V

Clip the stuff you want on this page and send it to the editors. Addi

## Specials

### Movie Scene Shot With Sun in Total Eclipse

THE sun, the moon and the earth were utilized during the recent eclipse to furnish a perfect setting for Adolphe Menjou and Lillian Rich to stage a famous kiss scene for the Paramount picture, "A Kiss in the Dark."

Now what could be more appropriate than a kiss in the dark during the total eclipse of the sun?

That is just what Frank Tuttle, who directed the picture, thought about it when he arranged to have the filming of the kiss scene coincide exactly with the eclipse of the sun. The watches of the director, camera-men and electricians were synchronized and at the zero hour, Menjou and Miss Rich stole their fifteen foot kiss, while the moon was casting a shadow 243,000 miles long over the sun.

If there is anything different in this kiss scene from those of the average photoplay it is because of the circumstances under which it was filmed. The players were aware of the fact that no such scene could be filmed under similar conditions for 99 years and that it was the first opportunity had been presented.

"A Kiss in the Dark", is a screen version of Frederick Lonsdale's stage success, "Aren't We All." Aileen Pringle is featured with Menjou and Miss Rich in the leading roles of the production, which comes to the Theatre for a run of... days on... next.

Among the big names in the supporting cast are Kenneth MacKenna, Ann Pennington, of the "Follies," and Kitty Kelly, of "Mary Jane McKane" fame.

### Director Plays Part In Paramount Picture

That a motion picture director's ability need not necessarily be confined to directing was proved by Frank Tuttle, who handled the megaphone for Paramount's "A Kiss in the Dark," and who also played a part in the picture. This experience gives Tuttle a three-sided interest in picture-making, since he was a scenarist before he became a director.

Tuttle and a company of players, headed by Adolphe Menjou, Lillian Rich and Aileen Pringle, who are featured in the film, went to Cuba to secure suitable backgrounds for this romantic comedy. While on location the director found that he was short of one actor who was to play the part of an amorous Cuban, an admirer of Lillian Rich. It would have been easy enough to engage a native for the part, but inasmuch as it would be necessary for him to appear in subsequent scenes to be made at the Paramount Long Island studio, the director ran into difficulties. Good-looking Cubans who can act, it would seem, prefer to remain in Cuba. The company was in a quandary, until one observant member noticed that there was but little difference in appearance between a handsome Cuban of the upper class and the director of "A Kiss in the Dark."

As a result of this discovery, Tuttle did double duty for a number of days, both directing and acting in the picture. He donned grease-paint and powder, waxed his mustache, put on a snappy suit of golf clothes and a panama hat, and forsook his accustomed place in back of the camera for an equally prominent place in the glare of the tropical sun.

His dark deed remained a secret

### PARAMOUNT EXPLOITEERS

HERE are the trained showmen assigned each Paramount exchange exclusively for the purpose of helping you put your pictures over. Get in touch with your exploiteer:

BIRCH, AL G.	1625 Court Place	Denver, Colo.
CALLAHAN, JOHN	134 Meadow St.	New Haven, Conn.
CORCORAN, EDWARD F.	119 Seventh St.	Milwaukee, Wis.
CUNNINGHAM, EARL	110-112 W. 18th St.	Kansas City, Mo.
DANZIGER, WILLIAM	Pioneer & Broadway	Cincinnati, O.
DUNHAM, CURTIS	300 S. Jefferson St.	Dallas, Tex. (and San Antonio, Tex.)
EAGLES, HARRY C.	2017 Third Avenue	Seattle, Wash.
ESHENFELDER, GEORGE	110 N. Lee Street	Jacksonville, Fla. (and Charlotte, N. C.)
GAMBRILL, GEORGE	3721 Washington Blvd.	St. Louis, Mo.
GEYER, ERNEST	51 Luckie St.	Atlanta, Ga.
HAAS, J. A.	444 Glisan St.	Portland, Ore.
HELLMAN, JACK	1100 First Avenue N.	Minneapolis, Minn.
KANTNER, OSCAR	201 Golden Gate Ave.	San Francisco, Cal.
MC CONVILLE, JOHN P.	8 Shawmut St.	Boston, Mass. (and Portland, Me.)
MENDELSSOHN, WILLIAM	1563 East 21st St.	Cleveland, O.
MOON, RUSSELL E.	1327 S. Wabash Ave.	Chicago, Ill.
PICKERING, HAROLD W.	132 E. 2nd St., So.	Salt Lake City, Utah.
RENAUD, KENNETH	2949 Cass Avenue	Detroit, Mich.
ROBSON, WILLIAM N.	1018 Forbes St.	Pittsburgh, Pa.
SWIFT, HARRY	924 S. Olive St.	Los Angeles, Cal.
TAYLOR, WM.	614 Grand Ave.	Oklahoma City, Okla.
THOMAS, P. K.	1101 S. Monroe St.	Peoria, Ill.
WALL, EDWARD J.	1101 S. Capitol Ave.	Washington, D. C.
WATERSTREET, IRVIN A.	38 S. Capitol Ave.	Indianapolis, Ind.
WHELAN, LESLIE F.	1219 Vine St.	Philadelphia, Pa.
WIEST, JAMES M.	1610 Davenport St.	Omaha, Nebr. (and Des Moines, Iowa.)
WILLIAMS, GEORGE E.	254 Franklin St.	Buffalo, N. Y.
WRIGHT, WILLIAM H.	251 N. 5th St.	Wilkes Barre, Pa.
ZELTNER, IRWIN	62 N. State St.	Wilkes Barre, Pa.

### Broadway Beauties in "A Kiss in the Dark"

BROADWAY has contributed liberally of its talent for the embellishment of the screen as far as the Paramount picture, "A Kiss in the Dark," is concerned.

Ann Pennington and Dorothy Knapp, both of the "Follies," and Kitty Kelly of the "Mary Jane McKane" company, which enjoyed a prolonged run of Broadway, are but three of the many well known names that appear in the strong supporting cast of this new Second Famous Forty production, opening a... days' run at the... on... next.

Adolphe Menjou, Lillian Rich and Aileen Pringle are featured in the leading roles of the picture, which is an adaptation by Townsend Martin of the stage success, "Aren't We All," by Frederick Lonsdale.

Ann Pennington, who made her motion picture debut in support of Gloria Swanson in "Manhandled," does a dance in her own unique manner for the entertainment of some guests at a house party, a scene in the production.

"A Kiss in the Dark" marks Kitty Kelly's screen debut. She plays a comedy role, that of a girl who seeks an outsider's advice on how to recapture the wandering attentions of her sweetheart. In her gratitude she be-

comes the innocent cause of a desperate situation between an erring wife, who comes upon her husband kissing Miss Kelly.

From this situation develop many of the laughs in the picture.

Other well known names on Broadway in the cast are Herbert Marx, one of the Four Marx Brothers in "I'll Say She Is," and Eden Gray of "The Firebrand."

Kenneth MacKenna, who played with Robert Fraser in support of Bebe Daniels in "Miss Bluebeard," heads the line-up of supporting players in "A Kiss in the Dark," which was directed for the screen by Frank Tuttle. Tuttle also made "Miss Bluebeard."

### Menjou, Lillian Rich and Aileen Pringle in Film

"A Kiss in the Dark," which opens... at the... Theatre, based on the stage play, "Aren't We All," by Frederick Lonsdale, is a romantic light comedy with Adolphe Menjou, Lillian Rich and Aileen Pringle featured in the leading roles.

Frank Tuttle, who made "Miss Bluebeard," directed the picture, which was adapted for the screen by

### Lillian Rich, Screen "Find," in New Picture

LILLIAN Rich, a Cecil B. DeMille screen "find," who made her debut in Paramount pictures in "The Golden Bed," has a prominent role in the cast of "A Kiss in the Dark," an adaptation of the stage play, "Aren't We All." Frank Tuttle directed.

Miss Rich is featured with Adolphe Menjou and Aileen Pringle in the picture, coming to the... Theatre on... for a... days' run.

The story, adapted for the screen by Townsend Martin, opens in Havana, where Menjou is in charge of a large sugar plantation. Miss Rich, as Betty King, is a flirtatious married woman who, although in love with her husband, played by Kenneth MacKenna, sees no harm in a little tête-à-tête with Grenham (Menjou). Her indiscretions lead to a situation that is both laughable and serious—laughable because of Menjou's antics when Betty's husband goes gunning for his rival, never dreaming that she is Grenham, are positively the funniest ever—all due apologies to Lloyd, Chaplin, Raymond Griffith and the others—and serious because it threatens to bring about a break between the Kings and ruin things in general for Grenham and Janet (Miss Pringle).

There's a real surprise ending. Ann Pennington, Kitty Kelly and other prominent Broadwayites appear in the strong supporting cast.

### Like Father, Like Son

The old adage, "Like father, like son," is definitely borne out, at least insofar as it concerns the attribute of versatility, in the career of Rush Hughes, twenty-three year old son of Rupert Hughes, the playwright, novelist and motion picture director of note. The son is a six-foot, all-round athlete, who divides his time between playing juvenile leads in the movies, producing one-act plays and vaudeville skits, and writing lyrics for songs which his wife sings for a recording company.

Though his background and education have been distinctly American, his brown eyes and dark hair and olive skin give Hughes the appearance of a Latin. Because of this, he was engaged for a small but important role in the new Paramount picture, "A Kiss in the Dark," which features Adolphe Menjou, Lillian Rich and Aileen Pringle.

Hughes and his dark-eyed young dancing partner in a Spanish tango,

### "Aren't We All" Produced as Kiss in the D

Paramount Screen Ve  
Broadway Stage I  
Coming Here

FREDERICK Lonsdale's popular Broadway success, "Aren't We All," comes to the... Theatre now as "A Kiss in the Dark," a mount picture featuring Menjou, Lillian Rich and Aileen Pringle.

The story, a highly entertaining comedy of marriage, is set in Havana and New York. Menjou is in the role of Walter Grenham, a regular devil with the cause of his philandering net Livingstone, played by Pringle, refuses to take his

The arrival of Betty in love with her husband interested in men interested in particular, mess up a bit. Betty, warned again by Grenham, refuses to continue the flirtation and the of the whole affair result being stranded on the boat returning with Grenham to after a bag she had aboard the boat with her husband pulls out for the St. Even now Betty refuses the situation as serious, anticipates an interesting alone with Grenham.

Here's the situation Grenham's hands. Janet believes that he planned arrival at the dock. She sends a wire to Grenham that because of this everything is at an end.

How Grenham teases error of her ways, reconcile the irate husband things up to Janet makes "A Kiss in the Dark" the season's big laugh heart of a dozen women.

Here's Menjou wading the heads of a dozen women. Kenneth MacKenna, Bebe Daniels in "Miss Bluebeard," directed by Frank Tuttle. Other Pennington, Kitty Kelly, Marx and other prominent

### Many Big Laughs in "A Kiss in the Dark"

The Paramount picture, "A Kiss in the Dark," directed by Frank Tuttle, who made "Miss Bluebeard," featuring Adolphe Menjou, Lillian Rich and Aileen Pringle, is a comedy of sophisticated against a background of New York.

"A Kiss in the Dark" will be the feature at the... Theatre on... next to... days, is a screen adaptation of Frederick Lonsdale's "Aren't We All," adapted by Townsend Martin.

One of the many big laughs in the picture is the scene in which to cure Lillian Rich of her flirtatiousness, her husband apartment at a time when she Miss Rich will be there. In connection for the big moment, plants an open magazine which coquettish visitor Miss Rich arrives with own temerity in uneasily conscious tation as a trifle see in the open



# s in the Dark" DU VALUABLE PUBLICITY

editors. Additional press sheets at your exchange if you need them.



en't We All"  
roduced as "A  
s in the Dark"

unt Screen Version of  
roadway Stage Hit  
Coming Here

ERICK Lonsdale's immense-  
popular Broadway stage play,  
"We All," comes to the screen  
..... Theatre next.....  
"A Kiss in the Dark," a Para-  
mount picture featuring Adolphe  
Menjou and Lillian Rich

story, a high-  
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role of Walter  
devil with the  
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livingstone, played by Miss  
refuses to take  
he proposes.

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with her hus-  
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in particu-  
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Big Laugh in  
"A Kiss in the Dark"

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Adolphe Menjou and Lillian Rich in the Frank Tuttle Production  
"A Kiss in the Dark" A Paramount Picture

Two-column Production Mat 2P

## "A Kiss in the Dark" Here

"A Kiss in the Dark," a Para-  
mount picturization of the stage  
play, "Aren't We All," by Frederick  
Lonsdale, directed by Frank Tuttle  
and featuring Adolphe Menjou, Lil-  
lian Rich and Aileen Pringle in the  
leading roles, opened a... days' run  
today at the..... Theatre.

The story has to do with Walter  
Grenham, played by Menjou. Gren-  
ham is a holy terror with the wom-  
en and when he wants to put his  
past behind him and take up the fu-  
ture with the girl he loves, played  
by Miss Pringle, she won't have any-  
thing to do with him because she is  
sure that the minute her back is  
turned off will go Grenham galav-  
anting with anyone, who happens  
to strike his fancy at the moment.

Lillian Rich, seen recently in "The  
Golden Bed," has the role of Betty  
King, wife of Johnny King, played  
by Kenneth MacKenna, who heads  
the strong supporting cast in this

## Gorgeous Gowns Feature "A Kiss in the Dark"

A S fascinating an array of new  
screen styles as has ever been  
seen in pictures is brought to the  
..... Theatre next ..... in  
the new Paramount picture, "A Kiss  
in the Dark," directed by Frank Tut-  
tle, who made "Miss Bluebeard."

Lillian Rich, Aileen Pringle, Ann  
Pennington and Kitty Kelly, the last  
two of the "Follies," and others of  
Broadway's best-dressed women ap-  
pear in the cast of the production.  
Adolphe Menjou and Kenneth Mac-  
Kenna hold up the man's side of  
the clothes question.

Menjou and the Misses Rich and  
Pringle are featured in the leading  
roles of the picture, a screen version  
of the stage hit, "Aren't We All," by  
Frederick Lonsdale. Townsend Mar-  
tin wrote the screen play.

"A Kiss in the Dark" is a smart  
comedy of sophisticated society laid  
in Havana and New York. Menjou  
is a ladies man whose philandering  
drives his sweetheart, played by Miss  
Pringle, to distraction. Miss Rich  
plays Betty King, in love with her  
husband, Johnny (Kenneth MacKen-  
na), but also interested in each and  
every other handsome young man  
who happens along. She carries on a  
flirtation with Menjou and almost  
ruins things with Aileen Pringle for  
him.

Another "gag" successfully intro-  
duced in this picture by Tuttle is a  
close-up of a watch on Menjou's

## Production Cuts

Illustrated on this page are  
the 2 and 3-column production  
cuts on "A Kiss in the Dark."  
The two 1-col. cuts are to be  
found on the first page.

These cuts are all 55 screen  
and reproduce exceptionally  
well on any newspaper stock.  
You can make ads of these  
scenes just by adding a little  
copy and border.

Be sure to order by numbers.  
Price list on back page.

production. Betty is a born flirt,  
who carries on scandalously with  
Grenham, nearly wrecking her own  
home and ruining the happiness of  
Grenham and Janet (Aileen Pringle).

After a series of the funniest in-  
cidents you've ever seen on the  
screen, Menjou manages to straight-  
en everything out to the satisfaction  
of all.

But it's a real side-splitter while  
it lasts.

## Menjou Still at It In "Kiss in the Dark"

A DOLPHE MENJOU is still trif-  
ling with the women and has  
them crying for more in his latest  
picture, "A Kiss in the Dark," in  
which he is featured with Lillian  
Rich and Aileen Pringle.

"A Kiss in the Dark," a picturiza-  
tion of the stage play by that name  
by Frederick Lonsdale, is a smart  
marriage comedy with Menjou in the  
role of a gay philanderer, who knows  
more about women than they know  
about themselves. He is cast in the  
role of Walter Grenham, engaged to  
marry Janet Livingstone (Aileen  
Pringle), who has accepted him  
conditionally—that he forget all  
about other women and settle down.

Menjou does quiet down a bit—  
for a day or so, anyway—and then  
Betty King comes in and ruins every-  
thing. Betty is in love with her hus-  
band, but sees no reason why she  
cannot engage in a little innocent  
flirtation with the personable Gren-  
ham. Of course, King and Janet fly  
off the handle, and for a time it  
looks like the end of a happy domes-  
tic life for the Kings and a case of  
"nothing doing" for Grenham so far  
as Janet is concerned.

But leave it to Menjou to wriggle  
out of the precarious position Betty  
places him in through her thought-  
less attentions. Without batting an  
eyelash he explains everything, goes  
to Janet and—well, when Menjou  
sets his mind on having something  
that's about all there is to it.

## Reviews

### "A Kiss in the Dark"

A DOLPHE Menjou, Lillian Rich  
and Aileen Pringle are featured  
at the..... Theatre this week  
in the Paramount picture, "A Kiss in  
the Dark," adapted for the screen by  
Townsend Martin from the immense-  
ly popular Broadway stage play,  
"Aren't We All," by Frederick Lons-  
dale. Frank Tuttle, who made "Miss  
Bluebeard," directed.

"A Kiss in the Dark," a light ro-  
mantic comedy, opens in Havana  
where Menjou, playing Walter Gren-  
ham, manages a large sugar planta-  
tion. Grenham is a ladies man for  
your life, but wants to marry the one  
woman of his heart and settle down.

Aileen Pringle plays Janet Living-  
stone, the object of Grenham's devo-  
tion. She is always chiding him  
about the attention other women pay  
him and grows right indignant when  
she witnesses a little scene between  
Grenham and Betty King. Janet re-  
fuses to take Grenham seriously.

Betty (Lillian Rich) is married  
and, strange to say, deeply in love  
with her husband. Kenneth Mac-  
Kenna, heading the supporting cast  
in the picture, has this part. Never-  
theless, Betty doesn't see any reason  
why she can't pay a little attention  
to other interesting men. She en-  
gages in a flirtation with Grenham  
that almost ends disastrously for  
both parties concerned.

Most of the action, not to mention  
comedy, of the picture takes place  
when Betty becomes stranded with  
Grenham in Havana, while the boat  
with Janet and Johnny King aboard  
pulls out for the States. Speaking  
of embarrassing situations!

That night at Grenham's, a Cuban  
moon, soft music and the beautiful  
Betty play havoc with Menjou, and  
he indulges in a kiss in the dark.  
Betty comes to her senses and hur-  
ries back to her husband. Grenham  
follows. There's some tall explain-  
ing to be done. Menjou confesses  
everything—even the kiss in the  
dark. His frankness completely wins  
over Janet, and he succeeds in patch-  
ing things up with the Kings.

Menjou's every movie role seems  
to be just about the last word in  
screen philandering, so when we say  
that he never had a part better suit-  
ed to him than the character of Wal-  
ter Grenham in "A Kiss in the Dark,"  
you know what we mean.

Miss Rich, the Cecil B. DeMille  
star, who played the Queen of Sheba  
in "The Sign of the Cross," and  
"find" seen recently in "The Golden  
Bed," and Miss Pringle, of "Three  
Weeks," are both ideally cast.

Ann Pennington, of the "Follies,"  
Kitty Kelly, Herbert Marx, of the  
Four Marx Brothers, and other Broad-  
way celebrities play in support.

### (Review No. 2)

For years Janet Livingstone has  
tried to reform Walter Grenham, an  
amiable beau, whose weakness is  
beautiful girls. Grenham vows eter-  
nal fidelity if Janet will marry him,  
and she is about to accept when one  
of Grenham's "flames" arrives on  
the scene.

—and that's how all the trouble  
begins in "A Kiss in the Dark," a  
new Paramount picture, featuring  
Adolphe Menjou, Lillian Rich and  
Aileen Pringle, which opened a...  
days' run yesterday at the.....  
"A Kiss in the Dark," directed by  
Frank Tuttle, is a picture version of  
"Aren't We All," the Frederick Lons-  
dale stage play. Lillian Rich, as  
Betty King, young, flirtatious mar-  
ried woman, is the trouble-maker in  
the picture. Although in love with  
her husband, Betty rather delights  
in toying with the hearts of other  
men, but bumps up against a stum-



fact that no such conditions for 99 years and that it was the first time in centuries that such an opportunity had been presented.

"A Kiss in the Dark", is a screen version of Frederick Lonsdale's stage success, "Aren't We All." Aileen Pringle is featured with Menjou and Miss Rich in the leading roles of the production, which comes to the Theatre for a run of . . . days on . . . next.

Among the big names in the supporting cast are Kenneth MacKenna, Ann Pennington, of the "Follies," and Kitty Kelly, of "Mary Jane McKane" fame.

## Director Plays Part In Paramount Picture

That a motion picture director's ability need not necessarily be confined to directing was proved by Frank Tuttle, who handled the megaphone for Paramount's "A Kiss in the Dark," and who also played a part in the picture. This experience gives Tuttle a three-sided interest in picture-making, since he was a scenarist before he became a director.

Tuttle and a company of players, headed by Adolphe Menjou, Lillian Rich and Aileen Pringle, who are featured in the film, went to Cuba to secure suitable backgrounds for this romantic comedy. While on location the director found that he was short of one actor who was to play the part of an amorous Cuban, an admirer of Lillian Rich. It would have been easy enough to engage a native for the part, but inasmuch as it would be necessary for him to appear in subsequent scenes to be made at the Paramount Long Island studio, the director ran into difficulties. Good-looking Cubans who can act, it would seem, prefer to remain in Cuba. The company was in a quandry, until one observant member noticed that there was but little difference in appearance between a handsome Cuban of the upper class and the director of "A Kiss in the Dark."

As a result of this discovery, Tuttle did double duty for a number of days, both directing and acting in the picture. He donned grease-paint and powder, waxed his mustache, put on a snappy suit of golf clothes and a panama hat, and forsook his accustomed place in back of the camera for an equally prominent place in the glare of the tropical sun.

His dark deed remained a secret to studio officials until he returned to Long Island, when bystanders were startled to see the director arrive on the studio set dressed in his actor clothes, including golf hose and panama hat. As he continued his dual role of director-actor, Tuttle was the butt of a vast amount of good-natured ragging at the hands of his associates, but he has not yet sworn off acting. If he should persist in this new line of endeavor, it is predicted that his reputation as a director may have to give way before his popularity as a player.

"A Kiss in the Dark," adapted for the screen by Townsend Martin from the stage hit, "Aren't We All," by Frederick Lonsdale, will be shown on . . . at the . . . Theatre.

Kenneth MacKenna, recently seen in support of Bebe Daniels in "Miss Bluebeard," Ann Pennington and others play in support.

## Aileen Bobs It!

Waiting only for the camera to grind the final foot of film for the Paramount picture, "A Kiss in the Dark," in which she is featured with Adolphe Menjou and Lillian Rich, Aileen Pringle dashed out of the Paramount Long Island studio and made a bee-line for an expert hair-bobber.

Miss Pringle decided she was tired of seeing herself with long hair, and is now a member of the ranks of bobbed-haired screen luminaries.

In "A Kiss in the Dark," Miss Pringle plays the fiancée of the philandering Adolphe Menjou. Beautiful women are his weakness, and Miss Pringle refuses to take him seriously when he proposes.

The picture is an adaptation of Frederick Lonsdale's play, "Aren't We All," in which Cyril Maude scored on Broadway. Frank Tuttle, who made "Miss Bluebeard," directed.

Included in the strong cast playing in support of the principals are Kenneth MacKenna, Ann Pennington, Kitty Kelly and Herbert Marx.

BROADWAY has contributed liberally of its talent for the embellishment of the screen as far as the Paramount picture, "A Kiss in the Dark," is concerned.

Ann Pennington and Dorothy Knapp, both of the "Follies," and Kitty Kelly of the "Mary Jane McKane" company, which enjoyed a prolonged run of Broadway, are but three of the many well known names that appear in the strong supporting cast of this new Second Famous Forty production, opening a . . . days' run at the . . . on . . .

Adolphe Menjou, Lillian Rich and Aileen Pringle are featured in the leading roles of the picture, which is an adaptation by Townsend Martin of the stage success, "Aren't We All," by Frederick Lonsdale.

Ann Pennington, who made her motion picture debut in support of Gloria Swanson in "Manhandled," does a dance in her own unique manner for the entertainment of some guests at a house party, a scene in the production.

"A Kiss in the Dark" marks Kitty Kelly's screen debut. She plays a comedy role, that of a girl who seeks an outsider's advice on how to recapture the wandering attentions of her sweetheart. In her gratitude she be-

comes the innocent cause of a desperate situation between an erring wife, who comes upon her husband kissing Miss Kelly.

From this situation develop many of the laughs in the picture.

Other well known names on Broadway in the cast are Herbert Marx, one of the Four Marx Brothers in "I'll Say She Is," and Eden Gray of "The Firebrand."

Kenneth MacKenna, who played with Robert Fraser in support of Bebe Daniels in "Miss Bluebeard," heads the line-up of supporting players in "A Kiss in the Dark," which was directed for the screen by Frank Tuttle. Tuttle also made "Miss Bluebeard."

## Menjou, Lillian Rich and Aileen Pringle in Film

"A Kiss in the Dark," which opens . . . at the . . . Theatre, based on the stage play, "Aren't We All," by Frederick Lonsdale, is a romantic light comedy with Adolphe Menjou, Lillian Rich and Aileen Pringle featured in the leading roles.

Frank Tuttle, who made "Miss Bluebeard," directed the picture, which was adapted for the screen by Townsend Martin.

The story deals with the love affairs of a young American, manager of a large plantation in Cuba. He falls for every young woman who happens along and one day meets the one woman of his heart. Despite his repeated promises to reform and settle down, she makes light of his many proposals of marriage, believing that she is but another one of his flames to be toyed with for a time and then cast aside.

Menjou, as Walter Grenham, however, manages to convince Janet (Aileen Pringle) that he is sincere. She accepts him, only to break the engagement when she sees him in the arms of a married woman, Betty King. Miss Rich has this role. In reality, it is Betty and not Grenham who does all the pursuing and the thoughtless girl, never thinking for a moment that she is endangering her own happiness with her husband, whom she loves, almost spoils things for Grenham and Janet.

In a climax that piles laugh upon laugh, Menjou proves that women in general interest him no longer—that now he has eyes for but one.

Kenneth MacKenna plays Johnny King, Betty's irate husband, who goes gunning for his rival, whom he believes to be one of his wife's many Cuban admirers. In reality, Menjou is the man. Some great laughs here.

Ann Pennington and Kitty Kelly are but two of the other big names in the cast.

## Closes Run Today

The final showings of the Paramount picture, "A Kiss in the Dark," which opened on . . . last at the . . . Theatre, will take place there today.

Adolphe Menjou, Lillian Rich and Aileen Pringle are featured in the production, directed by Frank Tuttle from an adaptation of Frederick Lonsdale's stage play, "Aren't We All."

Kenneth MacKenna, Ann Pennington appear in the cast.

LILLIAN Rich, a Cecil B. DeMille screen "find", who made her debut in Paramount pictures in "The Golden Bed," has a prominent role in the cast of "A Kiss in the Dark," an adaptation of the stage play, "Aren't We All." Frank Tuttle directed.

Miss Rich is featured with Adolphe Menjou and Aileen Pringle in the picture, coming to the . . . Theatre on . . . for a . . . days' run.

The story, adapted for the screen by Townsend Martin, opens in Havana, where Menjou is in charge of a large sugar plantation. Miss Rich, as Betty King, is a flirtatious married woman who, although in love with her husband, played by Kenneth MacKenna, sees no harm in a little tête-à-tête with Grenham (Menjou). Her indiscretions lead to a situation that is both laughable and serious—laughable because of Menjou's antics when Betty's husband goes gunning for his rival, never dreaming that she is Grenham, are positively the funniest ever—all due apologies to Lloyd, Chaplin, Raymond Griffith and the others—and serious because it threatens to bring about a break between the Kings and ruin things in general for Grenham and Janet (Miss Pringle).

There's a real surprise ending. Ann Pennington, Kitty Kelly and other prominent Broadwayites appear in the strong supporting cast.

## Like Father, Like Son

The old adage, "Like father, like son," is definitely borne out, at least insofar as it concerns the attribute of versatility, in the career of Rush Hughes, twenty-three year old son of Rupert Hughes, the playwright, novelist and motion picture director of note. The son is a six-foot, all-round athlete, who divides his time between playing juvenile leads in the movies, producing one-act plays and vaudeville skits, and writing lyrics for songs which his wife sings for a recording company.

Though his background and education have been distinctly American, his brown eyes and dark hair and olive skin give Hughes the appearance of a Latin. Because of this, he was engaged for a small but important role in the new Paramount picture, "A Kiss in the Dark," which features Adolphe Menjou, Lillian Rich and Aileen Pringle.

Hughes and his dark-eyed young dancing partner in a Spanish tango, do a bit of Latin love-making for a Cuban garden party which is one of the tropical high-lights of the picture. It is this amorous incident which inspires Menjou and Lillian Rich, who are onlookers, to indulge in the kiss in the dark from which the picture gets its title.

Others in the cast of "A Kiss in the Dark," which will be shown on . . . at the . . . are Kenneth MacKenna and Ann Pennington.

being stranded on the whole, after returning with Grenham after a bag she had aboard pulls out for.

Even now Betty the situation as serious anticipates an inter alone with Grenham.

Here's the situation Grenham's hands. Jan believes that he plans dy arrival at the dock She sends a wire to that because of this everything is at an them.

How Grenham tea error of her ways, n oncle the irate husb es things up to Jan makes "A Kiss in the the season's big lau Here's Menjou wad hearts of a dozen won stuff!

Kenneth MacKenna Bebe Daniels in "Mi heads the supporting in the Dark," directed by Frank Tuttle. Other Pennington, Kitty Marx and other pro

## Many Big Laughs in "A Kiss in the Dark"

The Paramount picture, "A Kiss in the Dark," directed by Frank Tuttle, who made "Miss Bluebeard," featuring Adolphe Menjou, Lillian Rich and Aileen Pringle, comedy of sophist against a background New York.

"A Kiss in the Dark" will be the feature at the Theatre on . . . for . . . days, is a screen version of Frederick Lonsdale's "Aren't We All," adapted by Townsend Martin.

"One of the many big laughs in the picture is the scene in which Lillian Rich, to cure Lillian Rich of a flirt, invites her to an apartment at a time when Miss Rich will be there for the big moment, plants an open magazine, a coquettish visitor. Miss Rich arrives on her own temerity in an unseemly conspicuous tation as a trifle see in the open of a girl, bearing tion: "She recovers in a strange, realizing that the been drugged."

Miss Rich looks the page to see M while nearby an out an insidious suggestion in the book is that she declines the jou's offer of a cigarette.



Adolphe Menjou, Lillian Rich and Aileen Pringle  
"A Kiss in the Dark" A Paramount

Three-column Production



stranded on results in her  
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bag she had in to her hotel  
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pulls out for and Janet  
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ngton, Kitty rs include Ann  
and other pro Kelly, Herbert  
ent Broadway

## Gorgeous Gowns Feature "A Kiss in the Dark"

**A**S fascinating an array of new screen styles as has ever been seen in pictures is brought to the ..... Theatre next ..... in the new Paramount picture, "A Kiss in the Dark," directed by Frank Tuttle, who made "Miss Bluebeard."

Lillian Rich, Aileen Pringle, Ann Pennington and Kitty Kelly, the last two of the "Follies," and others of Broadway's best-dressed women appear in the cast of the production. Adolphe Menjou and Kenneth MacKenna hold up the man's side of the clothes question.

Menjou and the Misses Rich and Pringle are featured in the leading roles of the picture, a screen version of the stage hit, "Aren't We All," by Frederick Lonsdale. Townsend Martin wrote the screen play.

"A Kiss in the Dark" is a smart comedy of sophisticated society life in Havana and New York. Menjou is a ladies man whose philandering drives his sweetheart, played by Miss Pringle, to distraction. Miss Rich plays Betty King, in love with her husband, Johnny (Kenneth MacKenzie), but also interested in each and every other handsome young man who happens along. She carries on a flirtation with Menjou and almost ruins things with Aileen Pringle for him.

Another "gag" successfully introduced in this picture by Tuttle is a close-up of a watch on Menjou's wrist. In order to establish with the audience Menjou's insincerity while making love to Miss Rich, the director had Menjou look at his wrist watch in the midst of a love scene. This is another big laugh and serves to remind audiences that he is only pretending regard for his visitors, while momentarily expecting the husband's arrival.

—and these are but two of the many high spots in the production.

The two 1-col. cuts are to be found on the first page.

These cuts are all 55 screen and reproduce exceptionally well on any newspaper stock.

You can make ads of these scenes just by adding a little copy and border.

Be sure to order by numbers.  
Price list on back page.

## Menjou Still at It In "Kiss in the Dark"

**A**DOLPHE MENJOU is still trifling with the women and has them crying for more in his latest picture, "A Kiss in the Dark," in which he is featured with Lillian Rich and Alleen Prngle.

"A Kiss in the Dark," a picturization of the stage play by that name by Frederick Lonsdale, is a smart marriage comedy with Menjou in the role of a gay philanderer, who knows more about women than they know about themselves. He is cast in the role of Walter Grenham, engaged to marry Janet Livingstone (Aileen Pringle), who has accepted him conditionally—that he forget all about other women and settle down.

Menjou does quiet down a bit—for a day or so, anyway—and then Betty King comes in and ruins every thing. Betty is in love with her husband, but sees no reason why she cannot engage in a little innocent flirtation with the personable Grenham. Of course, King and Janet fly off the handle, and for a time it looks like the end of a happy domestic life for the Kings and a case of "nothing doing" for Grenham so far as Janet is concerned.

But leave it to Menjou to wriggle out of the precarious position Betty places him in through her thoughtless attentions. Without batting an eyelash he explains everything, goes to Janet and—well, when Menjou sets his mind on having something that's about all there is to it.

Here's as clean-cut a comedy of smart society as ever came out of a studio.

There's a cast of prominent Broadway players appearing in support

## Aileen Pringle Has Fine Role in New Paramount

Aileen Pringle, who has contributed a variety of outstanding characterizations to the screen in the last two years in such pictures as "The Stranger's Banquet," "The Christian," "Souls for Sale," "In the Palace of the King," "My American Wife," "The Tiger's Claw," "Don't Marry for Money," "Three Weeks" and others, has a sympathetic role in the new Paramount picture, "A Kiss in the Dark," coming to the . . . . . Theatre next . . . . ., that is something a little different from her most recent screen appearances.

In this newest Paramount production, based on Frederick Lonsdale's stage hit, "Aren't We All," Misses Pringle is featured with Adolphe Menjou and Lillian Rich in a romantic light comedy laid in the tropical beauties of Cuba and in New York.

Although the roles for which she has become best known have been of an exotic, colorful nature, Miss Pringle made her cinema debut as an ingenue in "The Sport of Kings." And it is because she does not wish to become identified with any one type of role that she bobbed her hair, following the completion of "A Kiss in the Dark," so that she may be cast for fluffy, pleasant characters, instead of being chosen for the rest of her natural career to do the wicked things usually assigned to the actress with dark, long hair, who has once successfully portrayed a home-wrecker on the screen.

Kenneth MacKenna, last seen in support of Bebe Daniels in "Miss Bluebeard," heads the cast of "A Kiss in the Dark," which was adapted for the screen by Townsend Martin. Frank Tuttle directed.

in the picture, has this part. Nevertheless, Betty doesn't see any reason why she can't pay a little attention to other interesting men. She engages in a flirtation with Grenham that almost ends disastrously for both parties concerned.

Most of the action, not to mention comedy, of the picture takes place when Betty becomes stranded with Grenham in Havana, while the boat with Janet and Johnny King aboard pulls out for the States. Speaking of embarrassing situations!

That night at Grenham's, a Cuban moon, soft music and the beautiful Betty play havoc with Menjou, and he indulges in a kiss in the dark. Betty comes to her senses and hurries back to her husband. Grenham follows. There's some tall explaining to be done. Menjou confesses everything—even the kiss in the dark. His frankness completely wins over Janet, and he succeeds in patching things up with the Kings.

Menjou's every movie role seems to be just about the last word in screen philandering, so when we say that he never had a part better suited to him than the character of Walter Grenham in "A Kiss in the Dark," you know what we mean.

"find" seen recently in "The Golden Bed", and Miss Pringle, of "Three Weeks," are both ideally cast.

Ann Pennington, of the "Follies," Kitty Kelly, Herbert Marx, of the Four Marx Brothers, and other Broadway celebrities play in support.

(Review No. 2)

For years Janet Livingstone has tried to reform Walter Grenham, an amiable beau, whose weakness is beautiful girls. Grenham vows eternal fidelity if Janet will marry him, and she is about to accept when one of Grenham's "flames" arrives on the scene.

— and that's how all the trouble begins in "A Kiss in the Dark," a new Paramount picture, featuring Adolphe Menjou, Lillian Rich and Aileen Pringle, which opened a.... days' run yesterday at the.....

"A Kiss in the Dark," directed by Frank Tuttle, is a picture version of "Aren't We All," the Frederick Lonsdale stage play. Lillian Rich, as Betty King, young, flirtatious married woman, is the trouble-maker in the picture. Although in love with her husband, Betty rather delights in toying with the hearts of other men, but bumps up against a stumbling block when she sets out to add Grenham to her list of conquests. Grenham has quite a reputation as a heart-breaker himself, and how he shows Betty the error of her ways and wins for himself the love of the one woman of his heart is a series of real laughs.

The revolver scene, where Kenneth MacKenna, cast as Betty's furious husband, goes gunning for his unknown rival, in reality Menjou, is a sure-enough side-splitter, and audiences wonder what is going to happen next when Betty and Grenham are left in the lurch on the Havana dock, while the boat with Betty's husband and Janet aboard leaves for the States.

There's plenty of Havana scenery in this one, too—Morro castle, beautiful roof gardens, the famous Havana track and so on.

Besides MacKenna, others in the strong supporting cast of the picture include Ann Pennington and Dorothy Knapp, of "Follies" fame, Kitty Kelly, Herbert Marx, and Eden Gray, all Broadway favorites.

If you want to laugh and be entertained, by all means see "A Kiss in the Dark."

## Ann Pennington in Movie

Ann Pennington, of the Ziegfeld Follies, who appeared in a house party sequence in the Paramount picture, "Manhandled," starring Gloria Swanson, has made another venture into the movies in "A Kiss in the Dark," also a Paramount, which comes to the ..... on.... next.

Adolphe Menjou, Lillian Rich and Aileen Pringle are featured in the production, based on Frederick Lonsdale's stage play, "Aren't We All."

Miss Pennington is again an entertainer at a house party in this production. The feathers sure fly when Kitty Kelly, of the "Mary Jane Mc-Kane" company, also in the cast of "A Kiss in the Dark," accuses Ann of flirting with her man. The girls go to it, and it's real laugh.



and Aileen Pringle in the Frank Tuttle Production  
A Paramount Picture





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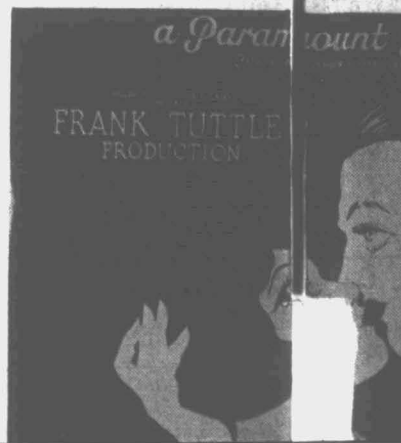
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MATS, ADVERTISING, PRODUCTION, ETC.		Trailers—National Screen Service	
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		917 So. Olive Street, Los Angeles, Cal.	

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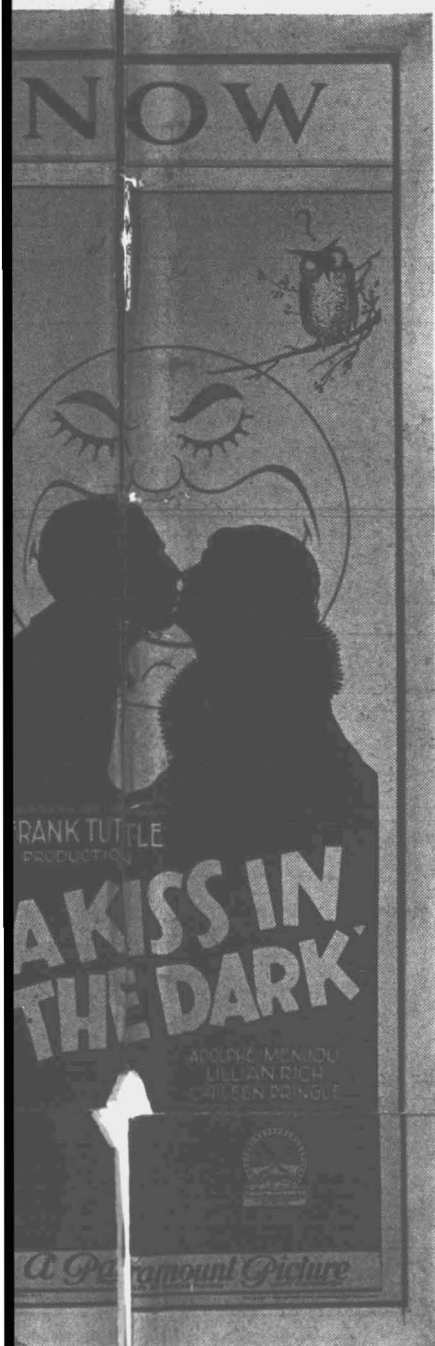
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## t's Colored ERT CARD

t cards are the handy men  
ne poster family—you'll  
a dozen different uses  
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## Extra Catchlines

He kissed her in the light,  
And she screamed with all her might.  
He kissed her in the dark,  
And dead silence filled the park!

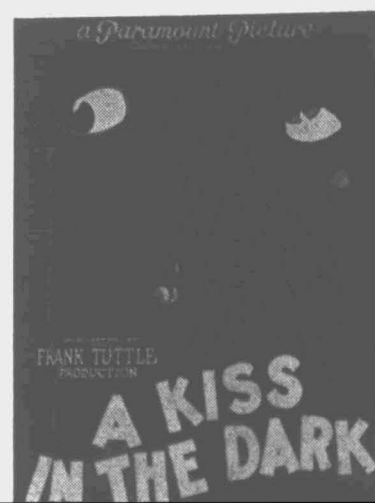
When it comes to kissing, do you  
prefer light or dark?  
See "A Kiss in the Dark."

A merry matrimonial lark  
Is our coming hit, "A Kiss in the  
Dark."

As luscious as a dew-drenched peach—  
As tingling as electricity—  
As safe as T.N.T.—  
"A KISS IN THE DARK!"

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Put the picture over the top by  
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FOR GENERAL EXPLOITATION			
One Sheet (1A and 1B).....		GILT-EDGED FRAMES, (Size 17 x 43 in.)...	1.50
Three Sheet (3A and 3B).....		Insert Cards (14 x 36 in. to fit above).....	.25
Six Sheet (6A).....		22 x 28 Gilt Frames .....	1.50
Twenty-four Sheet (24A).....		Heralds, per thousand.....	3.00
PHOTOS FOR YOUR LOBBY		Cross Word Puzzle Books, Each.....	.08
22 x 28 (Colored) .....		Window Card .....	.07
11 x 14 Set of Eight (Colored).....		Announcement Slide .....	.15
For Newspaper Ads		Publicity Photos, Each.....	.10
ADVERTISING CUTS			
One Column .....		Trailers—National Screen Service	
Two Column .....		126 W. 46th St., New York City	
Supplementary (Two Column).....		845 So. Wabash Ave., Chicago, Ill.	
MATS, ADVERTISING, PRODUCTION, ETC.		917 So. Olive Street, Los Angeles, Cal.	
One Column .....			
Two Column .....			

Press Books and Music Cues are gratis.



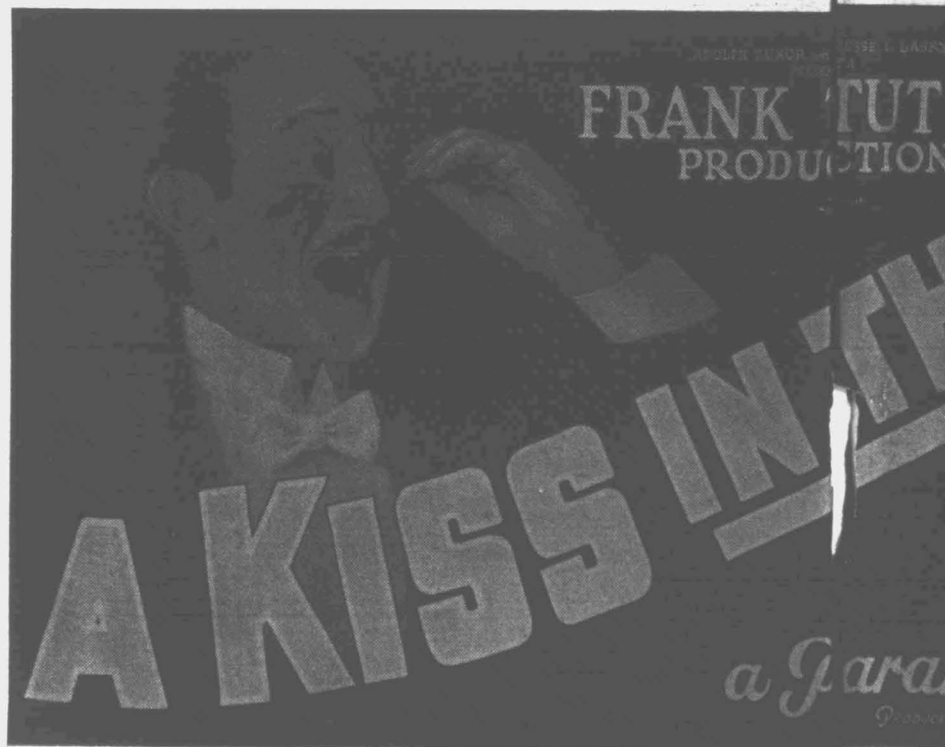
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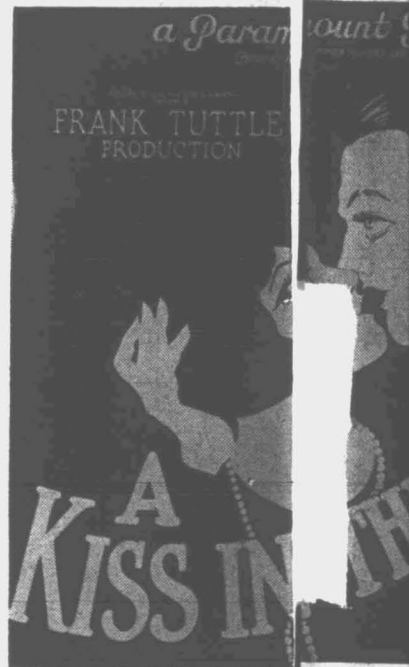
Colored Lobby Card (22" x 28")



Three Sheet Poster 3A

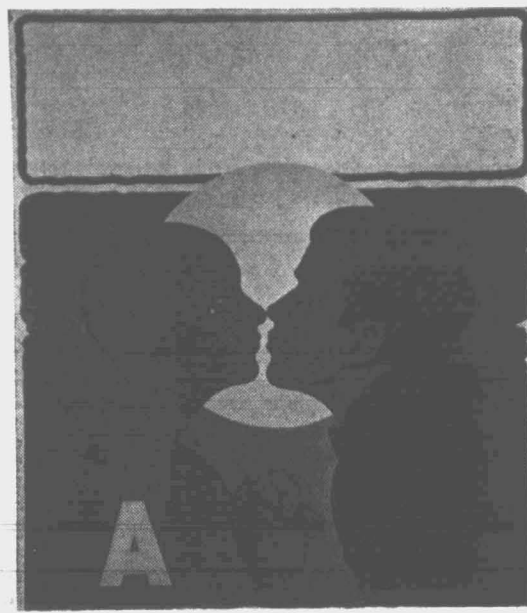
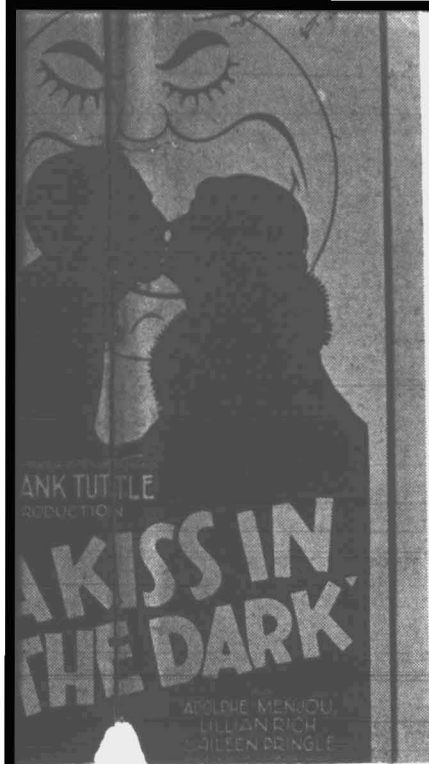


Twenty-four Sheet Poster



Six Sheet Poster





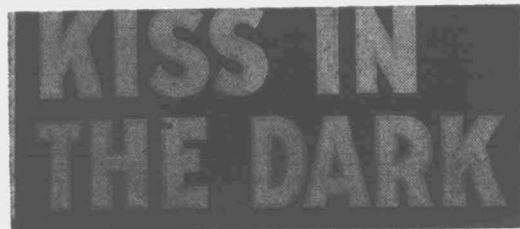
## Extra Catchlines

He kissed her in the light,  
And she screamed with all her might.  
He kissed her in the dark,  
And dead silence filled the park!

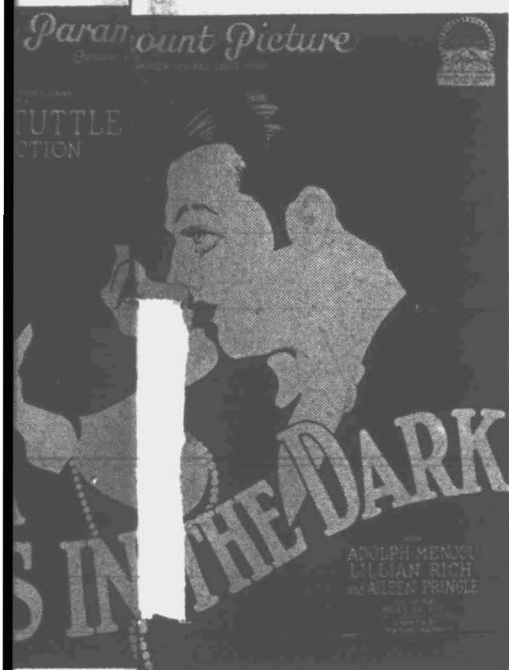
When it comes to kissing, do you  
prefer light or dark?  
See "A Kiss in the Dark."

A merry matrimonial lark  
Is our coming hit, "A Kiss in the  
Dark."

As luscious as a dew-drenched peach—  
As tingling as electricity—  
As safe as T.N.T.—  
"A KISS IN THE DARK!"



Colored Window Card

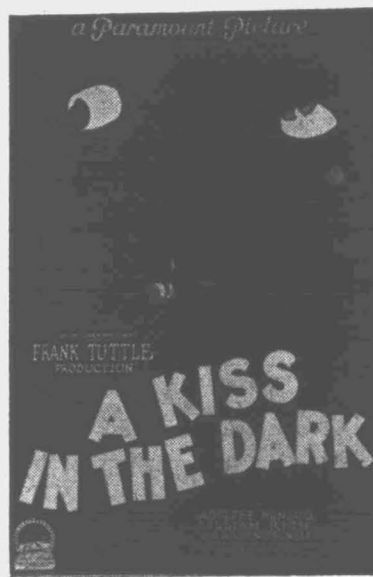


Six Sheet Poster 6A

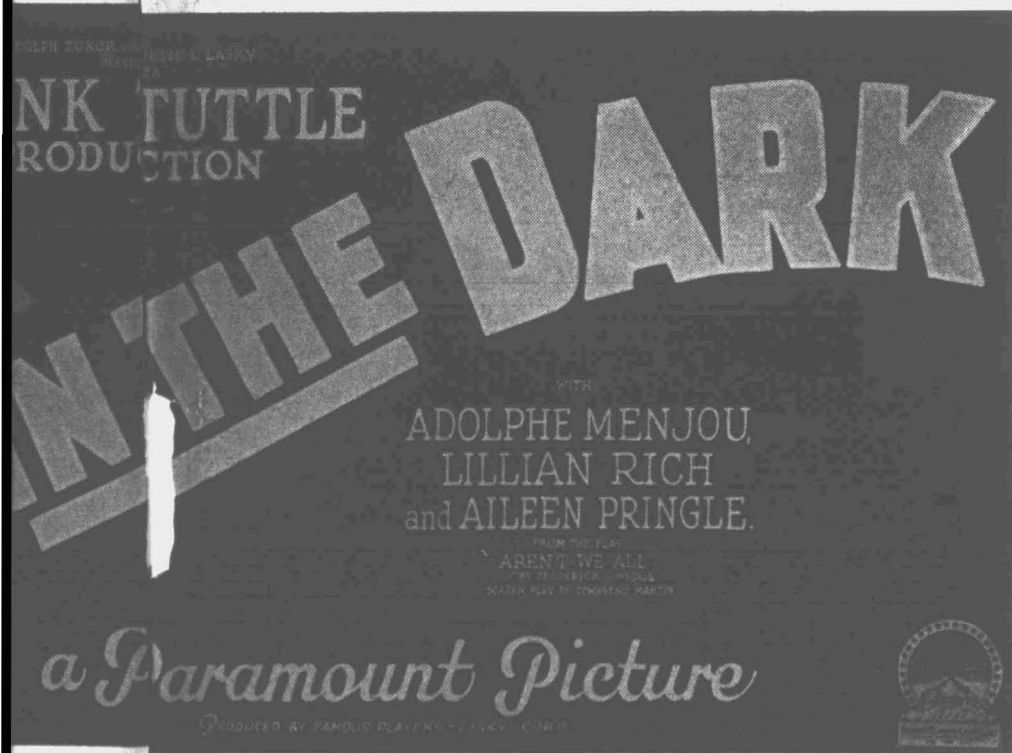
Put the picture over the top by  
putting posters over the town.  
Here are real business-getters!



Announcement Slide



One Sheet Poster 1B



Twenty-four Sheet Poster 24A



Three Sheet Poster 3B



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<https://hdl.loc.gov/loc.mbrsmi/eadmbrsmi.mi020004>

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